



**Missouri Travel Barometer
February 2015 Report
(Data available as of 03/10/15)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

February Report Highlights

Lodging Statistics: 2015 Calendar Year to Date through January

According to Smith Travel Research, Missouri's statewide lodging demand, occupancy and revenue have shown positive growth compared to the same time period last year. When compared to our surrounding, competitive states, Missouri has shown strong growth in ADR while other states are showing stronger growth in Occupancy, RevPAR, and Demand.

Missouri Lodging:

Demand up 4.2% -- Occupancy up 3.7% -- ADR up 3.9% -- RevPAR up 7.7%

SIC Tourism business sales and tax collections: 2014 Calendar Year to Date through December

- For FY14, a 4.8% (\$533.3 million) sales revenue increase is indicated by preliminary tourism 17 SIC codes reports
- In CY14, a 4.8% increase (\$551.4 million) is indicated from preliminary reports on 17 SICs for January - December

Website Visits: 2015 Calendar Year to Date through February

- Total web visits (main site and mobile visits) were up 30.2% for February CYTD compared to the same period in 2014
- Total web visits (main site and mobile visits) were up 22.3% for February 2015 compared to February 2014

Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2015 Calendar Year to Date through February

- 26,303 for 2015 YTD – an increase of 118%
- For the month of February compared to last February, there was a 56% increase

Welcome Center visits: 2015 Calendar Year to date through February

- For CY 2015 the centers are down 16.8% for February CYTD compared to the same period in 2014
- For the month of February compared to last February, there was an 19% decrease

Commercial airport deplanements: 2015 Calendar Year to Date

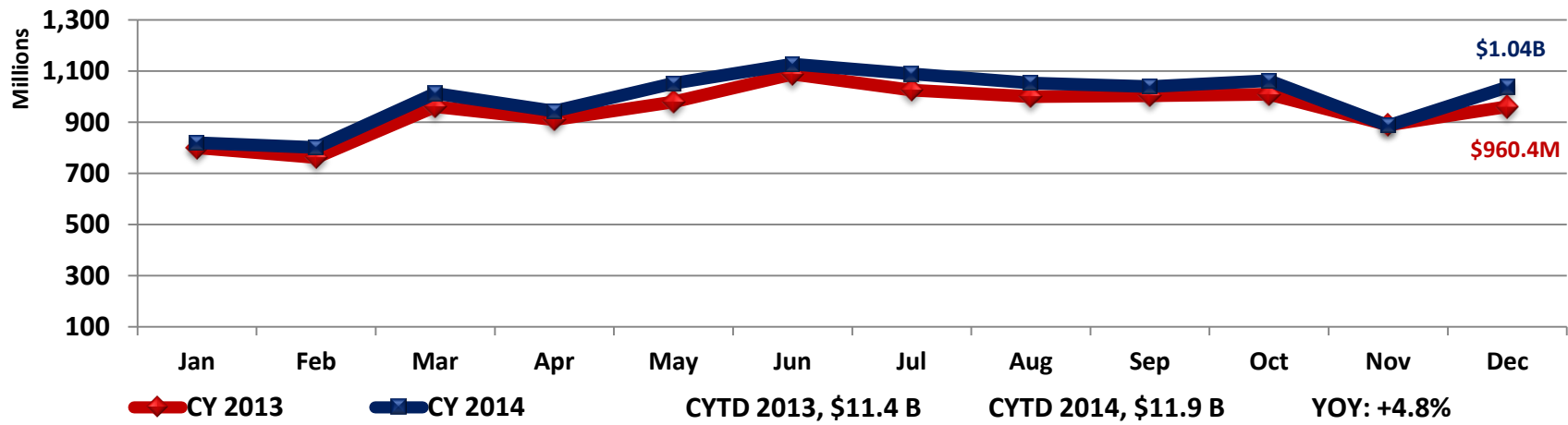
- KC up 3.4% for Jan 2015
- St. Louis up 4.5% for Jan 2015
- Columbia up 42.6% for Jan-Feb 2015 CYTD
- Springfield up 6.8% for Jan 2015

nSight-Searches and Bookings on third-party travel websites

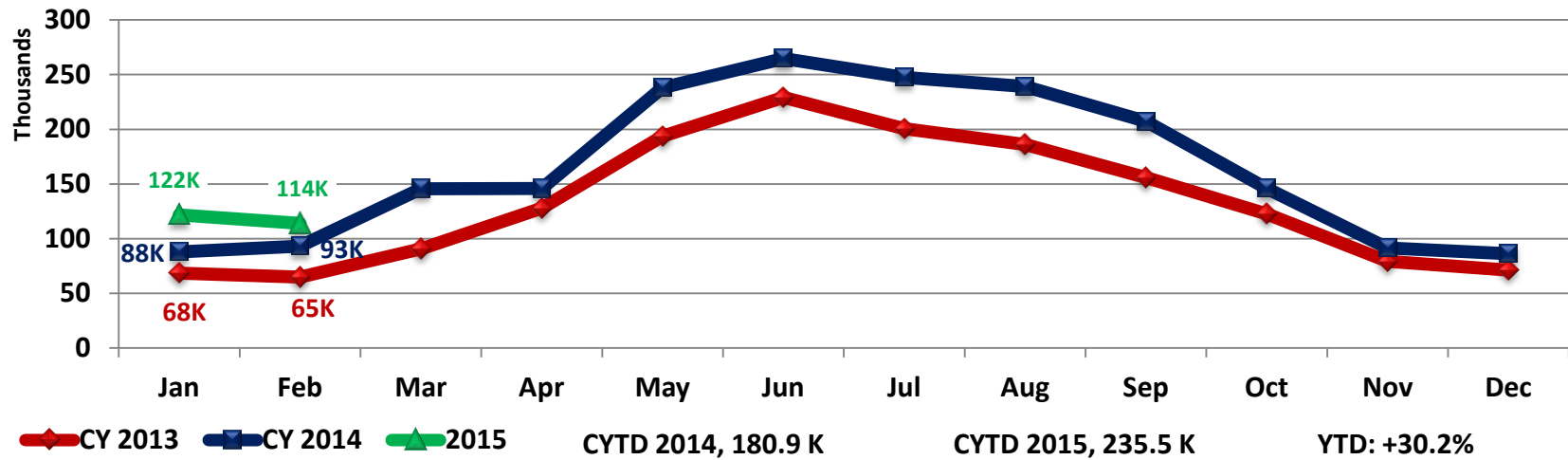
- Conversion for travel (Booking) to Missouri across third-party sites was up 23.9% YOY for February
- Top Search (Looking) Out-of-State Target Markets are Chicago, Dallas, Houston, Minneapolis, and Fayetteville
- Top Converting (Booking) Out-of-State Target Markets are Chicago, Dallas, Houston, Minneapolis, and Little Rock
- Looking ahead for travel in April and May, Booking is up 56.3% compared to the same time last year

Sources: MO Dept of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, STR, Inc., and nSight

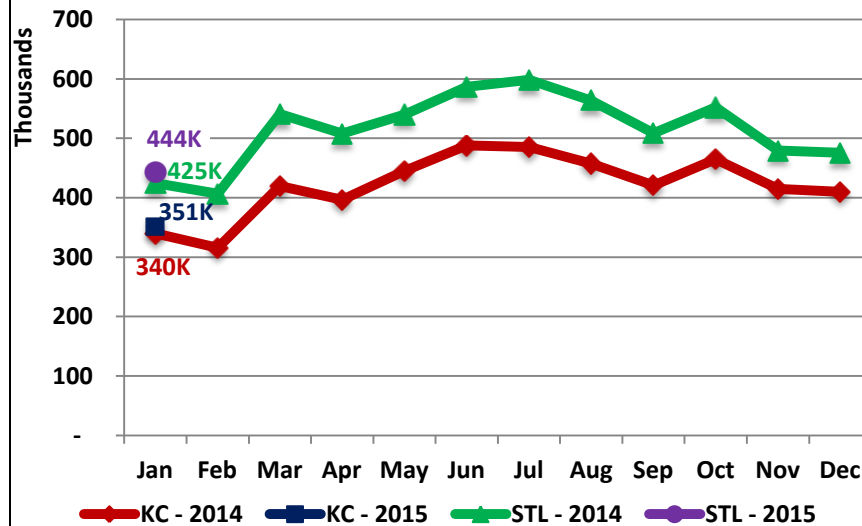
Sales Revenue from 17 Tourism SICs



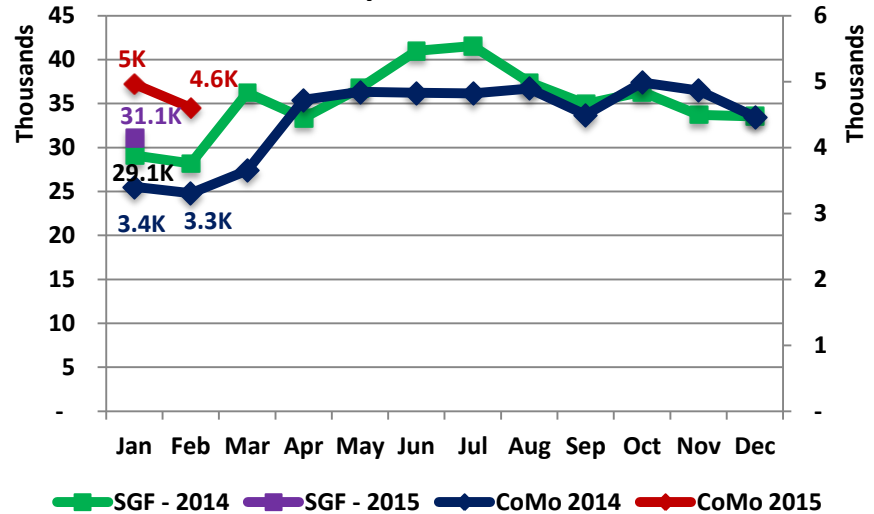
Total Web Visits



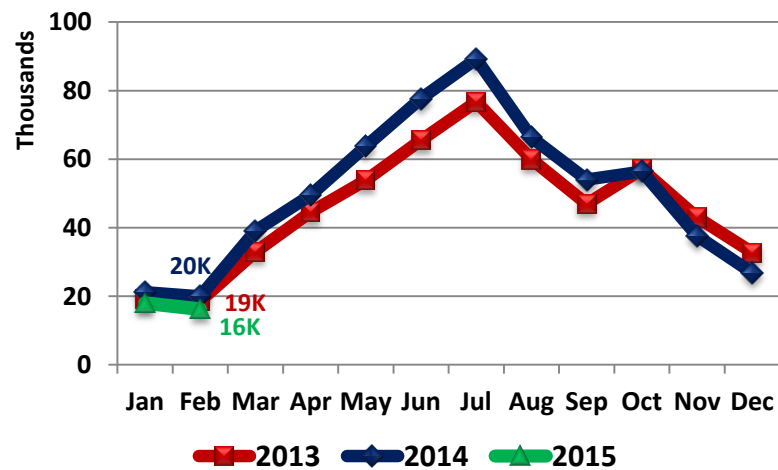
KC & STL Airport Deplanements



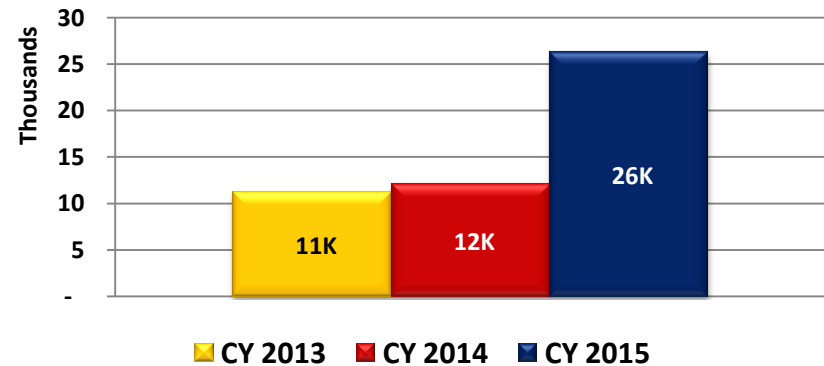
Columbia & Springfield Airport Deplanements



Welcome Center Visitors



CYTD Responses thru February



Responses are requests for information including calls, web orders, RSL, mail, & lead generation programs.